

Figure 1 is an exemplary representation of the workflow and page storage aspect of the present invention;

Figure 2 is an exemplary block diagram depicting an embodiment of the Information Architecture System using Content Management of the present invention;

Figure 3 is an exemplary block diagram depicting a user accessing the global database of the Information Architecture System;

Figure 4a-4c are exemplary screen presentations provided by a user of the Information Architecture System; and

Figure 5 is an exemplary workflow diagram depicting a logical data model of the information architecture.

Please ~~replace~~ the paragraph beginning at page 4, line 12 ~~with~~ the following rewritten paragraph:

The present invention may be described herein in terms of functional block components and various processing steps. It should be appreciated that such functional blocks may be realized by any number of hardware and/or software components configured to perform the specified functions. For example, the software elements of the present invention may be implemented with any programming or scripting language such as C, C++, Java, PERL, or the like, with the various algorithms being implemented with any combination of data structures, objects, processes, routines or other programming elements. Further, it should be noted that the present invention may employ any number of conventional techniques for data transmission, signaling, data processing, network control, and the like. Still further, the invention could be used to detect or prevent security issues with a scripting language, such as JavaScript, VBScript or the like.

Please add the following new paragraphs at page 5, line 13:

As hereinafter described, the present invention is directed to a system and method for providing management such as creation, manipulation, storage, control, and retrieval of digital content for use in such as a company website on a global basis and includes support for new page layouts and component layouts (i.e., support for new presentation styles whether in Hypertext Markup Language (HTML), Wireless Markup

Amendments To the Abstract:

Please replace the abstract of the disclosure with the following amended paragraph:

A system and method for providing management such as creation, manipulation, storage, control, and retrieval of digital content for a company on a global basis. Digital content is created and stored in, for example, the eXtensible Markup Language (XML) format using the relationship between component mapping information ~~objects on the physical page~~ and the content information comprising webpage components ~~comprising the objects~~. The XML data is developed by defining page components, mapping the components on a page and indexing the page for future retrieval of the page. The data is then stored in a single database, as segments related to the page, for call-up by a user.

Amendments To the Specification:

Please replace the paragraph 4 of page 14^{REM (p7/p9/p1)} of the disclosure with the following amended paragraph: yes 8/28/07

~~In conjunction with repurposing, the present invention also permits the use of the content from the database to support all foreign language usage so as to take advantage of the information architecture database content. As a result of this, the~~ The information architecture of the present invention provides for a separation of data from the presentation itself. Thus, the information architecture data content, not being tied to the presentation, may, for example, enable the database to support various foreign languages, formats and medias. ~~be utilized in any language, in any format, and/or for any media.~~